

**From:** Jessica Lall <jlall@ccala.org>  
**Sent:** Tuesday, August 01, 2017 5:49 PM  
**To:** Kriss Casanova; Nick Griffin  
**Cc:** Shawn Bratton  
**Subject:** Re: Introduction

Thank you, Nick! Any friend of Nick's is a friend of mine.

Kriss – welcome back to LA! I'd be happy to get together for coffee. My schedule the next month or so is a little crazy, but I'm copying Shawn who can help us find a time!

Jessica Lall  
[jlall@ccala.org](mailto:jlall@ccala.org)  
213-416-7512

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**From:** Kriss Casanova <[REDACTED].com>  
**Date:** Tuesday, August 1, 2017 at 3:17 PM  
**To:** Nick Griffin <[ngriffin@downtownla.com](mailto:ngriffin@downtownla.com)>  
**Cc:** Jessica Lall <[jlall@ccala.org](mailto:jlall@ccala.org)>  
**Subject:** Re: Introduction

Nick - Thanks for the intro.

Jessica - I heard a lot of great things about you and your role at the CCA. I'm getting reacquainted with the LA business network and I'd love to connect with you at your convenience and learn more about your priorities and programs, and share with you a little about my background.

Thanks in advance,

Kriss

On Aug 1, 2017, at 2:10 PM, Nick Griffin <[ngriffin@downtownla.com](mailto:ngriffin@downtownla.com)> wrote:

Jessica,

I'd like to introduce you to a friend of a friend who is just re-relocating back to LA from NYC and getting herself reintegrated into the LA city world. Background in economic development, formerly with the Union Square BID in NYC, and Culver City prior to that. Also a fellow Coro Fellow. So figure you all have a bunch in common.

Best,

Nick

**Nicholas Ziff Griffin**  
Vice President, Economic Development

[<image001.png>](#)

**Downtown Center Business Improvement District**  
626 Wilshire Blvd., Suite 200 | Los Angeles, CA 90017  
Call: 213-416-7522 | Fax: 213-624-0858  
Web: [DowntownLA.com](http://DowntownLA.com)

-----Original Message-----

From: Kriss Casanova [mailto: [REDACTED]@com]

Sent: Tuesday, June 27, 2017 7:14 PM

To: Nick Griffin <[ngriffin@downtownla.com](mailto:ngriffin@downtownla.com)>

Subject: Dana Frankel Referral - VP of Marketing & Communications

Hi Nicholas,

I used to work with Dana in NYC and she sent me info about the opening at DTLA. I actually left NYC yesterday and I'm in the process of relocating back to LA for my husband's work. I'm familiar with Downtown LA's transformation, its development boom, and have followed the BID's marketing initiatives and programs for the past decade.

Attached is my resume for your review. I will be in LA mid-July and would be interested in learning more about the opportunity, and discussing how my experience at Culver City and Union Square could be valuable to promoting Downtown LA and creating partnerships.

All the best,

Kriss

310. [REDACTED]

<KrissCasanovaResume.pdf>